

**In the Claims:**

Please enter the following amended claim set:

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1. **(Currently amended)** A method for electronically initiating a purchase of an item using a computer, the method comprising the steps of:

establishing a communication between a processor and a removable electronic storage medium having at least one image of at least one item stored thereon;

accessing an image of an item from the storage medium;

viewing the accessed item image on a display in communication with the processor;

if desired, electronically selecting the item for purchase, an item selection automatically causing purchase data on the item to be stored on a writable memory device in communication with the processor;

if purchase data have been stored, if desired, establishing a communication link between the processor and a remote vendor for order processing; and

if it is not desired to initiate order processing, storing the purchase data on a device accessible by the processor.

2. **(Original)** The method recited in Claim 1, wherein:

at least one image comprises a three-dimensional image; and

the viewing step comprises rotating the image in at least one dimension from a first aspect to a second aspect.

3. **(Original)** The method recited in Claim 1, wherein the at least one image comprises two sets of images, a first set comprising an image of an object and a second set comprising an image of a saleable item related to the object.

4. **(Original)** The method recited in Claim 1, wherein the storage medium is selected from a group consisting of a read-only memory disk and a read-write disk.

5. **(Original)** The method recited in Claim 1, wherein the item image further comprises an electronic switch means activatable with an input device in communication with the processor for enabling the selection step.

6. **(Original)** The method recited in Claim 5, wherein:  
the electronic switch means comprises a defined region on the display; and  
the electronic selection step comprises using input means for pointing at and selecting the button.

7. **(Original)** The method recited in Claim 1, further comprising the steps of:  
following the electronic selection step, accessing the writable memory device;  
viewing the purchase data; and  
outputting the purchase data to a vendor to complete the purchase.

8. **(Original)** The method recited in Claim 7, wherein the purchase data outputting step comprises submitting the purchase data to the vendor in at least one of an electronic form, a hard-copy form, or via a personal communication device.

9. **(Original)** The method recited in Claim 1, further comprising the step, following the electronic selection step, of viewing the purchase data formatted as an order form.

10. **(Original)** The method recited in Claim 9, further comprising the step, following the purchase data viewing step, of revising an item of the purchase data to update the purchase data.

11. **(Original)** The method recited in Claim 1, further comprising the step, following the communication establishing step, of offering a plurality of choices of material for display, including a virtual-reality tour of a site, a set of still images, and promotional information.

12. **(Currently amended)** A method for assisting a buyer to make a purchase from items having images thereof stored on an electronic storage medium, the method comprising the steps of:

providing a software application on the storage medium, the software adapted to:

run on a computer comprising a processor and a storage device, an input device, and a display device in electronic communication with the processor;

display a menu on the display device comprising identifiers of the images;

receive a selection by a user through the input device of an identifier;

[[and]]

write a file on the storage device comprising the selected identifier;

receive a selection by a user through the input device whether to initiate an electronically mediated purchase of an item represented by the identifier electronically or to retain the selected identifier for subsequent purchase if desired;

and

interfacing the storage medium with the processor.

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**13. (Original)** The method recited in Claim 12, wherein the software is further adapted to retrieve the identifier from the storage device and display the identifier on the display device.

**14. (Original)** The method recited in Claim 12, further comprising the step of accessing the storage medium through the processor and initializing the software application.

**15. (Currently amended)** A system for electronically initiating a purchase of an item using a computer, the system comprising:

a removable electronic storage medium having at least one image of at least one item and a software application stored thereon;

a processor;

a storage device, means for reading data from the storage medium, an input device, and a display device, all in electronic communication with the processor;

wherein the software application is adapted to:

run on the processor;

display a menu on the display device comprising identifiers of the images;

receive a selection of an identifier by a user through the input device;

[[and]]

write a file on the storage device comprising the selected identifier;

access an image of an item from the storage medium;

display the accessed item image on the display device;

receive a user selection of the item for purchase; [[and]]

automatically store purchase data on the item on a writable memory device in communication with the processor

if desired, establish a communication link between the processor and a remote vendor for order processing; and

if it is not desired to initiate order processing, store the purchase data on a device accessible by the processor.

**16. (Original)** The system recited in Claim 15, further comprising means for establishing communication between the processor and an external network, the network having means for accessing a vendor of the item.

**17. (Original)** The system recited in Claim 16, wherein the software application further is adapted to transfer the purchase data to the vendor via the network.

**18. (Original)** The system recited in Claim 15, further comprising means for outputting a hard copy of the purchase data.

**19. (Currently amended)** A software application resident on a storage medium also containing digital representations of a plurality of visual images and purchasing data for items associated with at least some of the images, the software application comprising:

means for interfacing with a processor;

means for displaying visual images of at least some of the items on a display device in communication with the processor;

means for receiving a selection of an item from a user through an input device in electronic communication with the processor; and

means for writing a file on a storage device in electronic communication with the processor comprising the selected item and associated purchasing data;

means for, if purchasing data have been stored, if desired, establishing a communication link between the processor and a remote vendor for order processing; and

means for, if it is not desired to initiate order processing, storing the purchasing data on a device accessible by the processor.

**20. (Original)** The software application recited in Claim 19, further comprising means for displaying a shopping cart comprising an item identifier and purchasing data associated therewith along with the visual images.

**21. (Original)** The software application recited in Claim 20, further comprising means for displaying on the display device a complete order form comprising contents of the shopping cart.

**22. (Original)** The software application recited in Claim 21, further comprising means for outputting the order form in at least one of an electronic form or a hard-copy form.

**23. (Original)** The software application recited in Claim 19, further comprising means for displaying a menu of subsets of visual images and means for receiving a user selection of a subset from the input device, the user selection directing a display of the subset of images.

**24. (Original)** The software application recited in Claim 19, further comprising means for transferring a second software application to the storage device for permitting a subsequent access of the file from the storage device without the storage medium and the processor being in communication.

**25. (Currently amended)** The software application recited in Claim 19, wherein the visual image displaying means further comprises means for displaying at least one image in three-dimensional form.

**26. (Currently amended)** A storage medium comprising:

a plurality of visual images stored in digital form thereon and purchase data associated with at least some of the images; and

a software application comprising:

means for running on a processor;

means for displaying a menu on a display device in communication with the processor comprising identifiers of at least some of the images on the storage medium;

means for receiving a selection of an identifier by a user through an input device in electronic communication with the processor; and

means for writing a file on a storage device in electronic communication with the processor comprising the selected identifier;



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means for, if purchasing data have been stored, if desired,  
establishing a communication link between the processor and a remote vendor for  
order processing; and

means for, if it is not desired to initiate order processing, storing the  
purchasing data on a device accessible by the processor.

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27. **(New)** The method recited in Claim 1, further comprising the steps of,  
if purchase data have been stored, establishing subsequent communication with the  
vendor and transmitting the purchase data to the vendor for order fulfillment.

28. **(New)** The method recited in Claim 1, further comprising the step of,  
if purchase data have been stored, providing a reminder via the processor that pending  
purchase data remain on the device.

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29. **(New)** The method recited in Claim 12, wherein the software is further  
adapted to, if a selected identifier has been retained, issue a reminder to the user via the  
processor that the selected identifier has been retained.

30. **(New)** The method recited in Claim 15, wherein the software  
application is further adapted to establish subsequent communication with the vendor and  
transmitting the purchase data to the vendor for order fulfillment.

31. **(New)** The method recited in Claim 15, wherein the software is further adapted to, if purchase data have been stored, issue a reminder to the user via the processor that the selected identifier has been retained.

32. **(New)** The software application recited in Claim 19, further comprising means for, if purchasing data have been stored, establishing subsequent communication with the vendor and transmitting the purchase data to the vendor for order fulfillment.

33. **(New)** The software application recited in Claim 19, further comprising means for, if purchasing data have been stored, providing a reminder via the processor that pending purchase data remain on the device.

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